



## YCN Working Group 1 Video Competition 2025

### ➤ VIDEO FORMAT AND RULES

1. **Duration:** 30-40 seconds
2. **Format:**
  - **Resolution:** 1080p or 720p.
  - **Orientation:** Vertical (for Instagram Reels).
  - **File Type:** MP4 or MOV.
3. **Guidelines:**
  - Answer a **compelling question** to grab attention.
  - Be **authentic** and focus on a personal or professional connection to ceramics.
  - **Avoid showing daily lab routines.**
  - **Use only copyright-free music or visuals**, unless you have permission.

### ➤ CONTENT FOR VIDEOS

- Choose a topic and **frame your research with an engaging question:**
- ✓ **My Ceramic Superpower – A unique skill, expertise, or achievement.**
  - *What's the most exciting part of my ceramics work?*
  - *What's a project or achievement I'm most proud of, and why does it matter?*
- ✓ **Unexpected Ceramics – Surprising applications in various industries.**
  - *Can you name an industry where ceramics play a hidden but crucial role?*
  - *What's the most unexpected way ceramics are used today?*

- Conclude with an **inspiring thought or a call to action.**

*Example: "Ceramics are the foundation of sustainable technologies. Let's build a better future together!"*

#### ❖ **Recommended Visuals:**

- **Smiling**
- Display **your engaging question as on-screen text** for clarity.
- Action shots of your work (**molding, 3D printing, testing, designing**).
- Showing workspace or **ceramics-related background**
- **Close-ups** of materials or equipment.
- **Avoid showing** routine lab work.

➤ **SUBMISSIONS:**

- Participants must submit a **final version of their video** with a caption including:
  - **Name, country, and a brief description** of their role in the ceramics community.
- We may add a **YCN logo or intro slide** (2–3 seconds) before sharing.
- Deadline for submission of videos is 31/12/2025